

## A Comprehensive Study on Promotional Activities by Creamline Dairy Products Limited with Special Reference to Jersey Brand

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### Abstract

*This research aims to provide a detailed analysis of the promotional activities undertaken by Creamline Dairy Products Limited, with a specific focus on their brand "Jersey." Promotional activities play a pivotal role in creating brand awareness, influencing consumer preferences, and driving sales. This study seeks to explore the strategies employed by Creamline Dairy Products Limited in promoting their Jersey brand and the effectiveness of these promotional initiatives. Using a mixed-methods approach, this research combines qualitative insights obtained through interviews and focus group discussions with quantitative surveys to comprehensively analyze Creamline's promotional activities. The qualitative aspect aims to uncover nuanced perspectives on the effectiveness of promotional strategies, while the quantitative analysis focuses on measuring the impact of these activities on brand awareness and consumer engagement. The study delves into various promotional channels utilized by Creamline Dairy Products Limited, including advertising campaigns, social media promotions, events, and collaborations. It aims to identify the factors that contribute to the success of these promotional activities, assess customer perceptions, and evaluate the overall effectiveness of the promotional strategies employed for the Jersey brand. The findings of this research are anticipated to provide valuable insights for marketing professionals, brand managers, and decision-makers within Creamline Dairy Products Limited. Understanding the strengths and areas for improvement in promotional activities can assist in refining strategies, optimizing resource allocation, and enhancing the market position of the Jersey brand. This study contributes to the broader understanding of promotional practices in the dairy industry and serves as a foundation for further research and strategic decision-making in the realm of brand promotion.*

**Keywords:** Creamline Dairy Products Limited, Promotional Activities, Jersey Brand, Brand Awareness, Consumer Preferences, Sales Promotion, Marketing Strategies, Product Promotion, Dairy Industry, Consumer Engagement.

### 1. Introduction

*"As we spread wings to expand our capabilities and explore new horizons, the fundamental focus remains unchanged: seek out the best technology in the world and put it at the service of our ultimate user: our customer."*

#### 1.1 Marketing Mix

The term "marketing mix" was coined in 1953 by Neil Borden in his American Marketing Association presidential address. However, this was actually a reformulation of an earlier idea by his associate,

James Culliton, who in 1948 described the role of the marketing manager as a "mixer of ingredients", who sometimes follows recipes prepared by others, sometimes prepares his own recipe as he goes along, sometimes adapts a recipe from immediately available ingredients, and at other times invents new ingredients no one else has tried [1]. A prominent marketer, E. Jerome McCarthy, proposed a Four P classification in 1960, which has seen wide use.

**Four P's:** Elements of the marketing mix are often referred to as the "Four P's", a phrase used since the 1960's [2, 3],

- **Product** is a tangible object or an intangible service that is mass produced or manufactured on a large scale with a specific volume of units. Intangible products are service based like the tourism industry & the hotel industry or codes-based products like cell phone load and credits. Typical examples of a mass produced tangible object are the motor car and the disposable razor. A less obvious but ubiquitous mass produced service is a computer operating system. Packaging also needs to be taken into consideration. Every product is subject to a life-cycle including a growth phase followed by an eventual period of decline as the product approaches market saturation. To retain its competitiveness in the market, product differentiation is required and is one of the strategies to differentiate a product from its competitors.
- **Price** is the amount a customer pays for the product. The business may increase or decrease the price of product if other stores have the same product.
- **Place** represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet.
- **Promotion** represents all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements: advertising, public relations, personal selling and sales promotion. A certain amount of crossover occurs when promotion uses the four principal elements together, which is common in film promotion. Advertising covers any communication that is paid for, from cinema commercials, radio and Internet adverts through print media and billboards. Public relations are where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word of

mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum. Sales staff often plays an important role in word of mouth and Public Relations.

Any organization, before introducing its products or services into the market; conducts a market survey. The sequence of all 'P's as above is very much important in every stage of product life cycle Introduction, Growth, Maturity and Decline.

### 1.2 Extended Marketing Mix (3 P's)

More recently, three more Ps have been added to the marketing mix namely People, Process and Physical Evidence. This marketing mix is known as Extended Marketing Mix [4].

- **People:** All people involved with consumption of a service are important. For example: workers, management, consumers etc. It also defines the market segmentation, mainly demographic segmentation. It addresses particular class of people for whom the product or service is made available.
- **Process:** Procedure, mechanism and flow of activities by which services are used. Also the 'Procedure' how the product will reach the end user.
- **Physical Evidence:** The marketing strategy should include effectively communicating their satisfaction to potential customers.

**Four Cs:** Robert F. Lauterborn proposed a four Cs classification in 1993. The Four Cs model is more consumer-oriented and attempts to better fit the movement from mass marketing to niche marketing. The Product part of the Four Ps model is replaced by Consumer or Consumer Models, shifting the focus to satisfying the consumer needs. Another C replacement for Product is Capable. By defining offerings as individual capabilities that when combined and focused to a specific industry, creates a custom solution rather than pigeon-holing a customer into a product. Pricing is replaced by Cost reflecting the total cost of ownership. Many factors affect Cost, including but not limited to the customer's cost to change or implement the new

product or service and the customer's cost for not selecting a competitor's product or service. Placement is replaced by Convenience. With the rise of internet and hybrid models of purchasing, Place is becoming less relevant. Convenience takes into account the ease of buying the product, finding the product, finding information about the product, and several other factors. Finally, the Promotions feature is replaced by Communication which represents a broader focus than simply Promotions [5]. Communications can include advertising, public relations, personal selling, viral advertising, and any form of communication between the firm and the consumer. Promotion is true that products are manufactured to satisfy the needs of the consumers. But alone is not enough. Today the responsibility of the manufacturers does not cease with physical production whatever may be the nature of the product. The present day marketers are consumer oriented where it is the duty of the manufacturers to know from where, when, how and what price the products would be available. Successful marketing consists in offering the right product of the right price of the right place (and time) with right promotion. In course of time, various activities came into vogue designed particularly to help easy sale of goods. These activities commonly known as promotional Mix. The marketing communication Mix also called as the "Promotion Mix" consists of four major tools.

- Advertising
- Sales Promotion
- Publicity
- Personal Selling

Generally marketing communication is undertaken to pass on the message of a product or sale to the ultimate consumers. Thus, there are three elements in this process. The purpose of advertising is motivating but to sell something a product or service, the real objective of advertising is effective communication between producers and consumers. In other words, the ultimate purpose all advertising is "Increased awareness" list of the following specific objectives of advertising. The process of selling is ensured by personal selling supposed by

advertising and sales promotion. Of these three methods personal selling occupies the predominant role mainly because of the personal element involves. It may be described as a personal source rendered to the community in connection with marketing of goods. It is a marketing process with which consumers are personally persuaded to buy goods and services offered by a manufacturer. The most powerful element in the promotional mix is salesman ship, is not something very new. Even centuries ago salesman ship was practiced in Greece and Rome. According to Peter Drucker Cyrus Mecornie was the first man to use modern technique of selling.

### **1.3 Features**

- It helps to establish a cordial and abiding relationship between the organization and its customers.
- It is a creative art. It creates wants a new.
- It is a science, in the sense that "One human mind influences another human mind".
- Personal selling imparts knowledge and technical assistance to the consumers.

Promotion includes all those functions, which have to do with the marketing of a product all other activities designed to increase and expand the market. But it is clearly distinguished from advertising and personal selling, through basic aim or all the three is one and the same viz., to increase the volume of sales. "Sales promotion in a specific sense refers to those sales activities that supplement both personal selling and advertising and co-ordination ate them and help to make them effective, such as displays, shows and expositions, demonstrations and other non-recurrent selling efforts not in the ordinary routine".

### **1.4 Evaluation of Sales Promotion**

Two decades ago, there was no agreement among the marketing people that there was a separate sales promotion function. In those days, promotion was a "share- run to gain a short run good". The importance of sales promotion is modern marketing has increased mainly an account of its ability in promoting sales and preparing the ground for future

expansion. The main objective of sales promotion is to attract the prospective buyer towards the product.

### 1.5 Publicity

The publicity is derived as “Any form of commercially significant news about a product, and institution, a service, or a person published in a space or radio i.e. not paid for by the sponsor”. In short advertisement is paid form of publicity. It is to be noted here that though the terms ‘Advertising’ and ‘Publicity’ or differences in the field of marketing, both are used interchangeably. The media broadly classified into direct indirect. Direct method of advertising refers to such methods used by the advertiser with which he could establish a direct contact with the prospects. Most of the media are indirect in nature Eg: Free Publicity, cinema, etc [6].

### 2. Need and Importance of the Study

The increasing competition in business is the reason to pay much more attention to satisfying customers. It may help the market to notice role of customer satisfaction in the overall context of product of service development and management. Customers do not buy services, they buy satisfaction. Hence marketers must be clear about the satisfaction the customer is seeking and check out whether the customers are getting the actual satisfaction. This study helps the marketers to take necessary steps to gain the competitive advantage over the competitors. The study helps to predict further behavior intentions of the customers such as intention to re-purchase, intention to increase the usage, intention to recommend the product and Service to others. Today the customers have wide variety of motorcycles to choose. If the satisfaction level of the customer goes down, he may switch over to other brand. Ultimately the company loses its actual customers. This study helps the marketer to take necessary steps to overcome this problem and retain in the increase of customer loyalty [7, 8].

### 3. Objectives of the Study

- To study the promotional activities offered by Creamline Dairy Products Limited (jersey).
- To identify the impact of sales in the market by using promotional strategies of Creamline Dairy Products Limited (jersey).

- To study the influence of schemes offered by firm on sales.
- To study the customer’s awareness towards the after sale services offered to him or her.
- To know the importance, reason the respondents give to each factor for Purchasing in Creamline Dairy Products Limited (jersey).
- To know the customer service satisfaction from the respondents.
- To know the awareness of the brand Creamline Dairy Products Limited (jersey).

### 4. Scope of the Study

The area of study is considered to be in two districts. Those are Hyderabad and Ranga Reddy districts.

In the present study an attempt has been made to know the actual implementation of Communication Process as management techniques in general and some other aspects such as awareness of the workers, effectiveness of the performance appraisal system in particular. Human resource projections are valid on appraisals. By improving job skills, the employees have lot of scope for development and prepare themselves for higher responsibilities.

- **Primary Data:** The primary data is collected through questionnaires from the customers.
- **Secondary Data:** The secondary data is collected from the books, journals and internet.
- **Data Collected Method:** The data is collected through close ended questionnaire.
- **Sample size:** The sample size of the survey (N) is 100. Samples are collected customers of showroom. The age limit of the customers is in between 20-55. The customers will be randomly selected.
- **Tools & Techniques:** For analysing the data, statistical tables, percentages, and bar-diagrams will be used.
- **Further Scope of Study:** The topic of promotional activities is vast there is further scope of study. For example: advertising, sales promotion etc.
- **Kind of Research:** The research study will be carried out in qualitative and quantitative research approaches.



The research has to be done in very efficient way; the frame work for collecting data is called research design. The statistical involves the study of a few factors in large number of cases. The contents of research design are,

- Data collected method
- Research instrument
- **Survey Approach:** The survey will be conducted through close ended questionnaire. This questionnaire will contain the multiple choice questions; each question will be given options. The collection of data in survey follows two types they are
  - Primary data (first hand data)
  - Secondary data (used data)

## 5. Period of the Study

Since, so many years Creamline Dairy Products Limited (jersey), Hyderabad has been following the same procedure of Communication Process for their executives and employees and for the study of my project last one-year data has collected on Promotional Activities.

### 5.1 The Marketing Mix (The 4 P's of Marketing)

The major marketing management decisions can be classified in one of the following four categories:

- Product
- Price
- Place (distribution)
- Promotion

These variables are known as the marketing mix or the 4 P's of marketing. They are the variables that marketing managers can control in order to best satisfy customers in the target market. The firm attempts to generate a positive response in the target market by blending these four marketing mix variables in an optimal manner.

**Product:** The product is the physical product or service offered to the consumer. In the case of physical products, it also refers to any services or conveniences that are part of the offering.

Product decisions include aspects such as function, appearance, packaging, service, warranty, etc.

**Price:** Pricing decisions should take into account profit margins and the probable pricing response of

competitors. Pricing includes not only the list price, but also discounts, financing, and other options such as leasing.

**Place:** Place (or placement) decisions are those associated with channels of distribution that serve as the means for getting the product to the target customers. The distribution system performs transactional, logistical, and facilitating functions. Distribution decisions include market coverage, channel member selection, logistics, and levels of service.

**Promotion:** Promotion decisions are those related to communicating and selling to potential consumers. Since these costs can be large in proportion to the product price, a break-even analysis should be performed when making promotion decisions. It is useful to know the value of a customer in order to determine whether additional customers are worth the cost of acquiring them. Promotion decisions involve advertising, public relations, media types, etc.

**Table 1 A Summary of Marketing Mix Decisions**

Product	Price	Place	Promotion
Functionality Appearance Quality Packaging Brand Warranty Service/ Support	List price Discounts Allowances Financing Leasing options	Channel members Channel Motivation Market Coverage Locations Logistics Service levels	Advertising Personal selling Public Relations Message Media Budget

The Table 1, summarizes the marketing mix decisions, including a list of some of the aspects of each of the 4Ps. The increasing competition in business to pay much more attention to satisfying customers. It may help the marketer to notice role of customer satisfaction in the overall context of product of service development and management. Customers do not buy services, they buy satisfaction. Hence marketers must be clear about the satisfaction the customer is seeking and check out whether the customer are getting the actual satisfaction. This study helps the marketers to take necessary steps to gain the competitive advantage over the competitors.

The study helps to predict further behavior intentions of the customers such as intention to Re-purchase, intention to increase the usage, intention to recommend the product and service to others. Today the customers have wide variety of motorcycles to choose. If the satisfaction level of the customer goes down, he may switchover to other brand. Ultimately the company loses its actual customers. This study helps the marketer to take necessary steps to overcome this problem and retain its actual customers.

- Can be major source of revenue, although it often receives too little management attention.
- Is essential for achieving customer satisfaction and good long-term relationship-as identified by a number of researches.
- Can provide a competitive advantage.
- Play a role in increasing the success rate of new products introduced.
- Needs to be fully evaluated during new product development, as good product design can make customer support more efficient and cost-effective. Increased competition within many industries has led to increased attention on customer service.

Various studies indicate that upset customers may have big effect on sales of company. Therefore, all dealers try to put all their attention to keep their customers satisfied and fulfill their needs and wants as much as possible. One of the strong tools which help all companies in this matter is providing best after-sales service.

**Market:** The set of all actual and potential buyers of a product of a service.

## 6. Marketing

In today's competitive world any organization to run successfully three factors plays an important role are,

- Finance
- Human resources
- Marketing

Along with the above mentioned the other three factors which plays an important role to achieve the organizational goals and objectives in the competitive market and they are,

- Innovative technology
- Quality
- Price

Because of globalization, privatization and liberalization the number of competitors are increasing at a constant rate as a result of which consumers are preferring products which are of high quality, technology and at a reasonable price. Though the company is producing high quality products at a reasonable price to be success in the competitive market the company should take promotional activities and marketing tools and techniques to achieve its mission and vision. Marketing is not just telling and selling but in the new sense satisfying customer needs marketing is a comprehensive term and it includes all resources and a set of activities necessary to direct and facilitate and flow of goods and services from producer to consumer in the process of distribution.

### 6.1 Marketing Definition

"Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others". "The art and science of choosing target customers and building profitable relationships with them." Delivering and communicating superior customer value. Thus, marketing management involves managing customer relationships.

### 6.2 The Marketing Concept

The marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do. Under the marketing concept, customer focus and value are the paths to sales and profits.

### 6.3 Developing the Marketing Mix

**Marketing Mix:** The set of controllable tactical marketing tools that the firm blends to provide the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. It can be collected into four groups of variables known as "FOUR P's".

- Product

- Price
- Place
- Promotion

**Product:** Product means the goods and services combination the company offers to the target market.

**Price:** Price is the amount of money customers have to pay to obtain product.

**Place:** Place includes company activities that make the product available to a target consumer.

**Promotion:** Promotion means the activities taken by the company to communicate the merits of the product and promote its product to the target market.

#### 6.4 Activities under the 4p are of the Marketing Mix

##### 6.4.1 Product

Managing the product includes planning and developing the right products and services to be marketed by the company policy strategy guidelines are needed for changing the existing products and adding new ones. A product activity includes policies and procedures relating to:

- Product variety, quality, features, design, brand name, packaging, size, services, warranties and returns.
- Markets to sell-whom, where and in what quantity.
- New product policy, R&D programs.

##### 6.4.2 Pricing Activities

Include policies and procedures relating to,

- List prices
- Discounts
- Allowances
- Payment period
- Credit terms

Generally, markets consider the following factors while seeking price: target customers, cost, competition, social responsibility.

##### 6.4.3 Place/ Distribution Activities

Basically place of distribution activities are to transfer ownership to consumer and to place products, services, idea at the right time and place. Distribution is made up of two components,

**Physical Distribution:** Activities involved in moving products or services from producer to

consumer are Transportation, warehousing and storage, order processing and inventory control.

**Channels of Distribution:** These are the routes taken by good from producer- consumer it includes,

- Channel design
- Location of outlets
- Channel remuneration

#### 6.4.4 Promotional Activities

Includes policies and procedures relating to,

- Advertising: media mix, budget, allocation and programmes.
- Personal setting: objectives, quality of sales force, cost level, level of motivation.
- Promotion: special setting plans/ devices directed at or through the trade forms of these devices are consumer promotions and trade opinions.
- Publicity and public relations.

An effective marketing program blends all of the marketing-mix elements into a coordinated program designed to achieve company's marketing objectives by delivering value to consumer. The marketing mix constitutes the company's tactical tool kit for establishing string positioning in target markets. The four P's concept taken the seller's view of the market, not the buyer's view. From the user's view point the four P's might be better described as the four C's.

#### FOUR P'S

Product  
Price  
Place  
Promotion

#### FOUR C'S

Customer Solution  
Customer Cost  
Convenience  
Communication

Thus marketers see themselves as selling products; customers see themselves as buying value of solutions to their value of solutions to their problems. The customer is interested in more than just the price' they are interested in the total cost of obtaining, using and disposing of a product. Customers want the product and service to be as conveniently available as possible, marketers think about the four C's first and build the four P's platform, as shown in Figure 1.



Figure 1 Promotional Mix

## 6.5 Economic Environment

Markets require buying power as well as people. The economic environment consists of factors that affect consumer purchasing power and spending patterns. The factors effecting consumer behavior are:

1. Cultural factors
2. Social factors
3. Personal factors
4. Psychological factors

### 6.5.1 Cultural Factors

Cultural is the set of basic values, perceptions want and behavior learned by a member of society from family and other important institutions.

Sub-culture a group of people with shared value sustains based on common life experiences sub cultures includes nationalities, religion. Social classes relatively permanent and ordered divisions in a society whose members share similar values, interests and behaviours.

Social class is measured by a combination of factors like income, occupation, education, wealth etc. types are upper class, upper middle, lower class, working class etc.

### 6.5.2 Social Factors

**Groups:** Two or more people who interact to accomplish individual of mutual goods. The broad types are groups, reference groups, opinion leaders

in the reference group are persons who because of special skills, knowledge, personality, exerts influence of others.

**Family:** marketers are interested in the roles and influence of the husband, wife and children on the purchase of different products and services. Five fingers of the hand relating to five members of family influencing the decision of purchase.

**Roles and Status:** A person role differs from group to group. A role consists of the activities people are expected to perform according to the persons around them. Each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in the society.

### 6.5.3 Personal Factors

**Age and Life Cycle Stage:** tastes in food, clothes, furniture etc care often age related. Buying is also shaped by the stage of family life cycle the stages through which families might pass as they mature over time.

**Occupation:** A person's occupation affects the good and services bought. Blue collar workers tend to buy more rugged clothes where as white collar workers buy more suits. A company cans ever specialty in making products needed by a given occupation.

**Economic Situation:** Marketers of income sensitive goods, look at the consumer personal



income savings and interest rates. If the economic indicators point to a recession, marketers can take steps to redesign reposition and re-price their products closely.

**Life Style:** Life style is a person's pattern of living understanding these forces involves measuring consumer's activities, interests and opinions.

**Personality and Self-Concept:** It refers to the unique psychological characteristics that lead to relatively consistent and tasting response to one's own environment, Personality is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability and aggressiveness.

#### 6.5.4 Psychological Factors

**Motivation:** A motive is a need that is sufficient pressing to direct the person to seek satisfaction. Psychological have developed theories of human motivation for consumer analysis and marketing.

**Perceptions:** It is the process by which people select, organize, and intercept information to form a meaningful picture of the world. Two people with same motivation and is the same situation may act quite differently because they perceive the situation differently.

**Learning:** When people act, they learn. Learning describes chares in an individual behavior arising from experience. Learning theorists say that most human behavior is learned learning occurs through the interplay of drives, stimuli, uses, responses and reinforcement.

**Beliefs and Attitudes:** Through doing and learning people acquire beliefs and attitude. These in turn influence their buying behavior. A belief is a descriptive thought that a person has about something; as attitude describes a person's relatively consistent evaluations, feelings and tendencies toward an object of India.



Figure 2 Marketing Mix 4P's

Figure 2 shows the four main aspects of a promotional mix, which are represented as,

- **Advertising** - Any paid presentation and promotion of ideas, goods, or services by an identified sponsor. Examples: Print ads, radio, television, billboard, direct mail, brochures and catalogs, signs, in-store displays, posters, motion pictures, Web pages, banner ads, and emails.
- **Personal Selling** - A process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation. Examples: Sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing. Can be face-to-face or via telephone.
- **Sales Promotion** - Media and non-media marketing communication is employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples: Coupons, sweepstakes, contests, product samples, rebates, tie-ins, self-liquidating premiums, trade shows, trade-ins, and exhibitions.
- **Public Relations** - Paid intimate stimulation of supply for a product, service, or business unit by planting significant news about it or a favourable presentation of it in the media. Examples: Newspaper and magazine articles/reports, TVs and radio presentations, charitable contributions, speeches, issue advertising, and seminars.
- **Corporate image** - The Image of an organization is a crucial point in marketing. If the reputation of a company is bad, consumers are not less willing to buy a product from this company as they would have been, if the company had a good image.
- Direct Marketing is often listed as the fifth part of the marketing mix
- **Exhibitions** - are try-outs. You make your product, and let potential buyers try the product, this way; you know directly what people see in

your product. The downside, your competitor can see exactly what you are doing.

**Customer Satisfaction:** “The extent to which products perceived performance matches a buyer’s expectation”. Consumer satisfaction depends on the products perceived performance, relative to a buyer’s expectations. If the products performance fall’s short of expectations, the customer is dissatisfied. If performance exceeds expectations, the customer is highly satisfying of delighted. Satisfied customers repeat purchases and tell others about their good experiences with the product. The key is to match customer expectations with company performance. The customer cantered firm seeks to deliver high customer satisfaction relative to competitors. A company can always increase customer satisfaction by lowering its price of increasing its services. But this may result in lower profits. The purpose of marketing is to generate customer value profitably.

**Customer Loyalty:** Highly satisfied customers produce several benefits for the company. Satisfied customers are lesser price sensitive. They talk favourably to others, about the company and its products and remain for longer period. Customer delight created an emotional relationship with a product of service. This created high customer loyalty.

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry. Accounting for about 32 per cent of the country’s total food market, The Government of India has been instrumental in the growth and development of the food processing industry [9].

## 7. Findings

- The company is advertisement is fair and is reaching to all people.
- The advertisement is difficult to understand.
- Creamline Dairy (Jersey) Products is not concentrating on the promotional activities for the customers and for the retailers.

- The company is not concentrating on other types of advertising media.
- The package design is not communicative and eye catching, so package design and color have to blend harmoniously to make the package communication effective.
- The company is not conducting road shows so as to get awareness in the public about the product and services.
- Improve the marketing personnel and they should give full knowledge to the customers and retailers.
- Creamline Dairy (Jersey) Products must improve their personnel selling direct contacting customers to give awareness of their products.

#### SUGGESTIONS

- The company is not concentrating on other types of advertising media.
- The package design should be communicative and eye catching, so package design and color have to blend harmoniously to make the package communication effective.
- Network (Market) should be expanding to rural villages.
- Reduce the rates to increase the market share.
- The company should conduct road shows so as to get awareness in the public about the product and services.
- Improve the marketing personnel and they should give full knowledge to the customers and retailers.
- The offers should be fairer and should also necessary to bring new models with fascinating offers.
- It will help full in Increasing of Sales if the Creamline Dairy (Jersey) Products brings cards for the different groups of people such as, Students, Employees, Girls etc.,

#### 8. Conclusion

From project, we conclude that promotion of any service can be successfully executed by creating awareness through word of mouth and by

maintaining the service according to Advertising and Sales Promotional Activities.

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